

**USMCA: lever for  
growth in the  
context of  
economic recovery  
for women-owned  
SMEs**

California – Mexico Advocacy Week



**ECONOMÍA**  
SECRETARÍA DE ECONOMÍA

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# Women in the Economy: GENDER GAP



If women could participate in the economy on equal footing, **world GDP could increase by 26%** or the equivalent of \$12 trillion by 2025<sup>1</sup>.



In the world only **1 in 3 SME's** are owned by women<sup>2</sup>.

Women represent a little more than half of the population in Mexico, but only **4 out of 10 women participate in the market**, compared to 8 out of 10 men<sup>3</sup>.



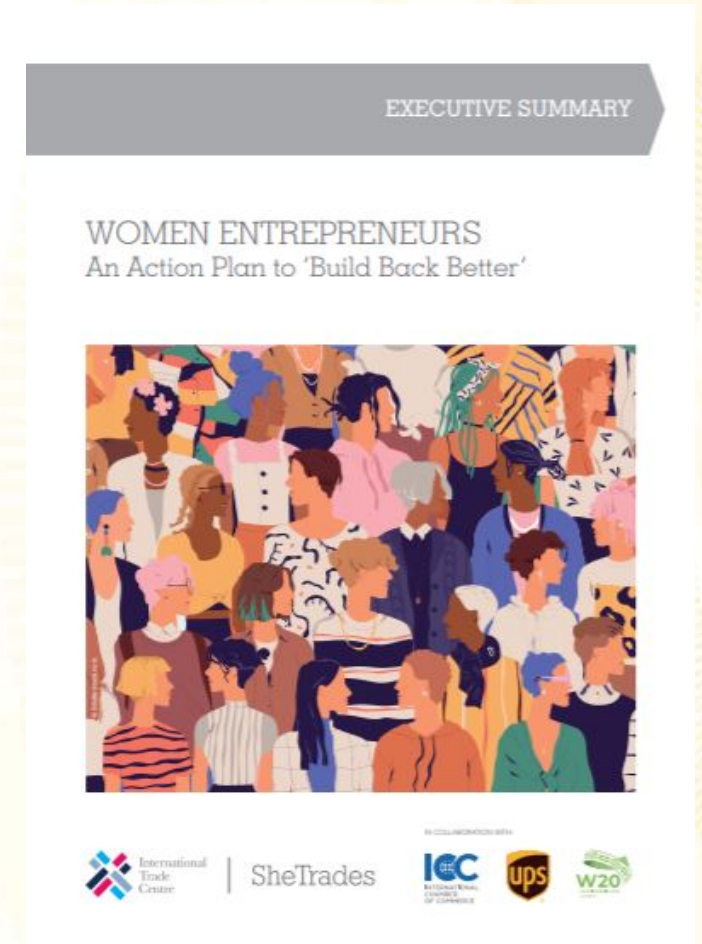
The **pandemic** has disproportionately affected women, with **job losses in México more than double for women (16%)** than for men<sup>4</sup>.

1. Global Entrepreneurship Monitor 2018/2019
2. António Guterres, General Director ONU, 2017
3. INEGI.
4. Observatorio laboral COVID-19

# Women in International Trade

According to the International Trade Center (ITC, 2015):

- Exporting companies owned by women **earn more, employ more people and pay higher wages** than those companies that do not export.
- As women-owned export companies grow, they **employ more women**.
- The percentage of women working in women-owned businesses involved in global trade is 66%, compared to 39% of women working in businesses that only trade regionally.



# How we can close the Gender GAP?: USMCA provisions

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# USMCA chapters that promote the development of women's businesses

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Textiles and Apparel

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Customs Administration  
and Trade Facilitation

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Cross-Border Trade in  
Services

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Digital Trade

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Intellectual Property

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Small and Medium  
Sized Enterprises

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Competitiveness



# Chapter 6 - Textiles and Apparel



The protection of Mexican handicrafts has increased with the Federal Copyright Law reform

(DOF 01/24/2020)

Art.6.2. provides access to preferential tariff treatment for folk goods that are produced in an artisanal way

Goods agreed between the Parties:

- Fabrics made on handlooms of the artisanal industry
- Goods of the artisanal industry made by hand with those fabrics made on manual looms
- Traditional folk artisan goods
- Indigenous artisan goods.



# Chapter 7 - Customs Administration and Trade Facilitation

## Objective:

Facilitate and expedite the clearance of goods in customs and make administrative processes transparent.



- Reduces costs to businesswomen derived from simplified customs operations

**Section A: Trade Facilitation Measures: single windows, authorized operators, among others.**

# Chapter 15 - Cross-Border Trade in Services



**2/3** of women-owned businesses are in the service sector:

- Hospitality
- Education
- Food
- Tourism
- Commerce

## **Modes of service provision:**

- You can export services without having to establish an office in another country.
- It is not required to establish itself in the US or Canadian markets to offer its services (except when it is duly established).
- Export of services exempt from VAT.



# Chapter 19 - Digital Trade

- Generates development opportunities, especially for **SMEs**.
- Creates an environment to drive innovation in high-quality content, products and services.
- Promotes the **development of computer platforms** that allow the development and growth of companies.
- Promotes access of **people with disabilities** to information and communication technologies.



# Chapter 20 - Intellectual Property



## Patents

**Maintains** patents and data protection for innovators (20 years)

## Copyrights

**Guarantees** and extends copyright protection

## Trademarks

**Transparency**, expands the coverage of validity and well-known brands

## Geographical Indications

**Strengthens** the protection of GI's and promotes transparency in opposition and consultation.

## Internet Service Providers

**Limits** liability to balance the rights of innovators and internet providers

## Enforcement

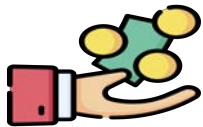
**Strengthen** prevention, compliance and sanctions

USMCA The protects the intellectual property rights of female entrepreneurs and promotes innovation

# Chapter 23 - Labor



Elimination of discrimination based on gender with respect to payment/wages.



Development of analytical tools to guarantee equal pay



Promotion of integration, permanence and capacity building practices



Consideration of gender related issues (Health and Safety at Work)



Prevention of gender-based violence and harassment



# Chapter 25 - Small and Medium-Sized Enterprises

The SMEs Chapter enhances competitiveness and job creation in the North American region by recognizing the importance of SMEs in the economic structure of our three countries.



**Collaboration on activities to promote SMEs owned by under-represented groups, including women**



**Increases the participation of SMEs in the creation of added value.**



Private sector as a relevant actor



Necessary conditions to level ground for SMEs

# Chapter 26 - Competitiveness



Information exchange activities



Business opportunities



Competitiveness and SMEs



Physical and digital infrastructure



Combat distorting practices



Cooperation activities for trade and investment

**Objective: increase the production and competitiveness of the countries of the region**

# Mexico – California MoU

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# Cooperation with California

- **California is key to the U.S. - Mexico trade partnership.**
- California's trade with Mexico accounts for 13.4% of total trade flows between Mexico and the U.S. (USD\$ 72 billions in 2020)<sup>1</sup>.



## **Memorandum of Understanding as a reflection of close partnership:**

- ✓ Business promotion opportunities
- ✓ Virtual trade fairs by sector
- ✓ Women inclusion

# Mexico – California MoU

Signed on October 4<sup>th</sup>, 2019



## ✓ Objectives:

- Formal and flexible framework
- **Expand trade and investment cooperation**
- Foster scientific and technological collaboration,
- **Promote export products diversification**
- Boost economic development for all regions
- Create jobs

## ✓ Areas of cooperation:

- Creative industries
- Digital economy and industry
- **MSMEs**
- Alternative and renewable energy
- Environmental protection
- Agriculture
- Agricultural technologies
- **Workforce development**
- **Infrastructure for cross-border movements and trade facilitation**

# Tools

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# Support Platforms



[www.gob.mx/t-mec](https://www.gob.mx/t-mec)

## **MiPyMEs Mx**

<https://mipymes.economia.gob.mx/>

## **Exporta MX**

<https://exportamx.economia.gob.mx/>

## **Data México**

<https://datamexico.org/>

## **Comercia MX**

<https://comerciamx.economia.gob.mx/>

# WomanExportingMx 1.0- 2.0

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# Woman Exporting MX | Mujer Exporta MX



**E-Business Matchmaking event** which comprises specialized training sessions on the outlook faced by Mexican businesswomen exporters.

**Multisector** for suppliers and buyer companies of products.

- ✓ **Objective:** Strengthen export opportunities for Mexican businesswomen by creating networks with buyers or distributors from the United States and Canada (USMCA) and Australia, Japan and New Zealand (CPTPP).



# WomanExportingMX | Mujer Exporta MX



Successful first edition (October 2020), will follow with a **new edition**  
**May 11<sup>th</sup> - 13<sup>th</sup>, 2021.**

❑ **[gob.mx/SE](http://gob.mx/SE)** to register and participate



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# Thank you

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